

EEO Public File Report					
Cox Media Group					
KIEM TV, KVIQLP					
EEO Public File Report Part 1					
Reporting Cycle: 08/01/2021 - 07/31/2022					
Full-Time Positions Filled					
Requisition	Date Opened	Start Date	Recruitment Source	Interviewed	Hired
1710 (Account Executive)	5/13/2021	9/20/2021	Indeed	2	1
		10/18/2021	External Referral	1	1
			Cox Media Group	3	0
1880 (Chief Engineer)	7/20/2021	5/2/2022	Cox Media Group	6	1
			Indeed	2	0
			Employee Referral	1	0
			Society of Broadcast Engineers	1	0
			Career Builder	2	0
2184 (News Director)	9/7/2021	1/10/2022	Cox Media Group	5	1
			Rick Gevers	1	0
			Indeed	3	0
			Internal Candidate	1	0
2900 (Journalist - Multimedia)	1/25/2022	2/21/2022	LinkedIn	2	1
		2/28/2022			
3151 (Meterologist)	2/24/2022	7/25/2022	Cox Media Group	1	1
			Indeed	1	0
3218 (Anchor)	3/9/2022	4/4/2022	Cox Media Group	1	1
			External Referral	1	0
3414 (Multi-Media Journalist)	4/7/2022	7/11/2022	California State Polytechnic University, Humboldt	3	1
			Sacramento State University	2	0
			Cox Media Group	1	0

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Recruitment Sources Used for All Openings				
No.	Recruitment Source	Contact	Entitled to Notification	# interviews
1	Directly sourced by CMG Recruiter	CMG Recruiter	N	
2	Indeed	Internet Posting	N	8
	Internet - www.indeed.com			
3	LinkedIn	Internet Posting	N	2
	Internet - www.linkedin.com			
4	Broadbean job distribution	CMG Recruiter	N	
5	Circa	State Job Boards/Diversity job boards Internet Posting	N	
6	ZipRecruiter	Internet Posting	N	
	Internet - www.ziprecruiter.com			
7	Cox Media Group or CMG Employee Network	CMG career sites (internal/external)	N	17
Recruitment Sources Used for Specific Openings				
8	Internal Employee	CMG Employee	N	1
9	Employee Referral	CMG Employee	N	1
10	Society of Broadcast Engineers	Internet Posting	N	1
	Internet - www.sbe.org			
11	California State Polytechnic University, Humboldt	Vickie Samm	N	3
	1 Harpst Street Arcata, CA 95521	707 826-3011		
12	Sacramento State University	John Lobertini	N	2
	6000 J St, Sacramento, CA 95819	916-278-6011		
13	Digital Career Opportunites Worldwide	Internet Posting	N	
	facebook.com/groups/219265668716793			
14	Craigslist	Internet Posting	N	
	www.craigslist.org			
15	Rick Gevers & Associates	Internet Posting	N	1
	www.rickgevers.com			
16	External Referrals	Outside Referrals	N	2
17	KEET TV	Sam Green	N	
	PO Box 13, Eureka, CA, 95502.	707-445-0813		
18	CareerBuilder	Internet Posting	N	2
	www.careerbuilder.com			

Longer - Term Recruiting Initiatives					
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EEO Public File Report Part 3					
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No.	Date	Initiative	Description	Scope of Involvement	Personnel Involved
12	08/30/21	Healthcare Advertsing Training	Training session for Sales to learn more about the healthcare industry as it relates to media, and improve their skills in this area.	Training Program	Sales Manager, Sales team
	09/23/21	BIA ADVantage Introductory Training	Training session on understanding BIA indsutry information and improving skills in utilizing this information.	Training Program	Sales and sales management
	9/30/21, 12/14,2021 , 5/31/2022,	Television Bureau of Advetising Training	TVB provided training on sales, technology and industry information to enhance the teams knowledge in this area and better equip them for more experienced roles.	Training Program	Sales and sales management
	10/4/2022, 2/8/2022, 2/16/2022, 3/29/2022, 4/7/2022,5/ 31/2022	COMSCORE Training	Training on Comscore industry ratings and research infomration as related to high level selling.	Training Program	Sales, sales Management, News Director
	02/16/22	EEO Traing	Training on how to properly recruit, hire and record hiring process for EEO purposes.	Training Program	Hirning Mangers, Busienss Manager, GM
	5/23-5/25	Ross Expressions and Tria video training	Training on new state of the art system news prodcution used in many larger markets to better equip employees for advanced positions.	Training Program	News prodcution crew, engineer, senior management
	06/13/15	Ross Inception training	Training on new state of the art system news prodcution used in many larger markets to better equip employees for advanced positions.	Training Program	News and news production staff
	04/24/22	Fortuna High School Job Fair	Job Fair at Fortuna High School focusing on technical aspects of the TV industry. Met with and did mock interviews with 16 students interested in pursuing the field.	Job Fair	GM and Creative Services Director